



CITY OF HOUSTON
HOUSING AND
COMMUNITY
DEVELOPMENT

**Affirmative Fair Housing
Marketing (AFHM) Plan -
Multifamily Housing**

**Housing and Community
Development Division**

1a. Project Name and Address (Including County, City, State & Zip Code) Reference 1c: http://www.geolytics.com/censusdata/censusblock.asp	1b. Number of Units
	1c. Census Tract
	1d. Project Contract Number
1e. Managing Agent Name, Address (including City, State & Zip Code), Telephone Number & Email address	
1f. Applicant/Owner/Developer Name, Address (including City, State & Zip code), Telephone Number & Email Address	
1g. Approval Concerning this AFHM Plan be sent <div style="text-align: center;"> HCDD Attn: Director/Designee 601 Sawyer 4th floor Houston, TX 77007 </div>	
2a. Occupancy of Project (check all that apply) <input type="checkbox"/> Elderly <input type="checkbox"/> Family <input type="checkbox"/> Mixed (Elderly/Disabled) <input type="checkbox"/> Disabled	



CITY OF HOUSTON HOUSING AND COMMUNITY DEVELOPMENT

2b. Date of Initial Occupancy	2c. Advertising Start Date Advertising should begin at least 90 days prior to initial Occupancy. Prior to Initial Occupancy: _____
3a. Demographics of Project and Marketing Area	
3b. Targeted Marketing Activity Based on your project location, indicate which demographic group(s) in the housing market area is/are least likely to apply for the housing without special outreach efforts. <ul style="list-style-type: none"> <input type="checkbox"/> White <input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Native Hawaiian or Other Pacific Islander <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Persons with Disabilities <input type="checkbox"/> Families with Children <input type="checkbox"/> Other ethnic group, religion, etc. (specify) _____ 	
4a. Proposed Marketing Activities: Community Contacts <ul style="list-style-type: none"> <input type="checkbox"/> Faith Based Organization <input type="checkbox"/> TV/Radio Ads <input type="checkbox"/> Green Sheet <input type="checkbox"/> Door Knockers/Flyers <input type="checkbox"/> Mail Outs <input type="checkbox"/> Others _____ 	



5a. Fair Housing Poster

The Fair Housing Poster must be prominently displayed in all offices in which sales or rental activity takes place (24 CFR 200.620 (e)). Check below all Locations when the AFHM Plan will be displayed.

- ☐ Rental Office
- ☐ Real Estate Office
- ☐ Model Unit
- ☐ Other (specify) _____

5b. Affirmative Fair Housing Marketing Plan (AFHM Plan)

The AFHM Plan must be available for public inspection at the rental office (24 CFR 200.625). Check below all locations where the AFHM Plan will be made available.

- ☐ Rental Office
- ☐ Real Estate Office
- ☐ Model Unit
- ☐ Other (specify) _____

6. Evaluation of Marketing Activities



7. Marketing Staff

What staff positions are/will be responsible for affirmative marketing?

- ☐ Property Management
- ☐ Compliance Staff
- ☐ Owner
- ☐ Other Agent: _____

8. Additional Considerations

Is there anything else you would like to tell us about your AFHM plan in order to ensure that your program is marketed to those least likely to apply for the units and/or to be housed in them? Please attach additional sheets, as needed.

Signature of Person Submitting Plan	Date Of Submission (mm/dd/yyyy)
Name (type or print)	Title & Name of Company



9. Review and Update

By signing this form, the applicant/respondent agrees to review its AFHM Plan at least once every **5 years** throughout the life of the affordability Period. I hereby certify that all the information stated herein, as well as any information provided in the accompaniment herewith, is true and accurate.

Signature of Person Submitting Plan	Date Of Submission (mm/dd/yyyy)
Name (type or print)	Title & Name of Company

FOR HCDD ACTION ONLY

HCDD/Compliance Reviewer: _____

Signature	Date
_____	_____
Name (type or print)	Date

Final approval of this **AFHMP** is contingent upon compliance review sign off, and Houston City Council (RCA) contract approval, as a binding agreement between owner/developer and COH/HCDD.